

TUESDAY 26 FEBRUARY 2019

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| 9.30am | Registration Opens |
| 10.00am – 5:00pm | Alan Clayton's – The Great Fundraising Masterclass |
| 12.45pm – 1.30pm | Lunch |
| 3.00pm – 3.30pm | Afternoon Tea |
| 5.00pm | Close |

The FIA Fundraisers' Gala Awards Dinner on Thursday 28 February 2019 is proudly sponsored by:



THURSDAY 28 FEBRUARY 2019

DAY ONE OF CONFERENCE

7.00am Registration Opens

7.15am – 8.00am NETWORKING & BREAKFAST IN EXHIBITION HALL

| | GIFTS IN WILLS ROOM 220 | COMMUNITY & EVENT ROOM 217 | INDIVIDUAL GIVING ROOM Plenary 3, | | PARTNERSHIPS ROOM 218 | PHILANTHROPY ROOM 213 | THE BIGGER PICTURE ROOM 219 | DIGITAL TRENDS & INNOVATION ROOM 212 |
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| 8.00am – 9.00am | The magic of legacies Alan Clayton, Alan Clayton Associates | Knock, knock. Who's there? 50,000 volunteers! Andrew Hill MFIA, Estelle McGuigan & Jess Lucas, The Salvation Army | Bangin' beats or the sound of silence? How fundraiser training can inspire your F2F and phone teams...or send them off to sleep! Mark Anscombe, WWF Australia Jenny Kearney, Cancer Council NSW Paul Tavatgis MFIA, Whiplbird Adam Watson MFIA, Fundraising Partners | | The time is now! How to put more money in your mission and more mission in your partner's money Abby Clemence MFIA, Infinity Sponsorship | Initiating, building and restoring major gift relationships Earle Johnston MFIA CFRE, The Salvation Army Grant Hooper, Equity Trustees | Taking care of frontline teams Deli Baker, Psychologist | Online zero to hero: digital transformation for small-to-medium-sized organisations Ben Littlejohn MFIA, Act for Peace Tim Sadler MFIA, Act for Peace |
| 9.10am – 10.10am | Reinventing an established gifts in Wills program Sally Biles & Leila Davis MFIA, Guide Dogs NSW/ACT | The turnaround – how the CEO Sleep Out reversed their fundraising decline Catherine Braybon, St Vincent de Paul Society Australia Marcus Bleas FFIA, Donor Republic | The speedy guide to mid-value nirvana: AND a quick boost to YOUR tax campaign... Sean Triner, Moceanic | | Title TBC Tanya Hundloe GAICD CFRE, Social Money Solutions, | Sustainable major gift relationship development during a world of transition Carl Young, Peter MacCallum Cancer Foundation | Focus on building long-term and sustainable capacity Andrea Mason CFRE, ViTreo Group, Canada | An undeniable force – how to embrace and harness the potential of social media to power your organisational objectives and drive change in today's world Lachlan Dale, Pareto Fundraising Samara Gentle, St Vincent de Paul Society Elana Harari, Loud Days Agency |
| 10.10am – 10.50am | MORNING TEA IN EXHIBITION HALL | | | | | | | |
| 10.50am – 11.50am | Legacy giving and the digital frontier Melanie Verges MFIA, UNICEF Australia | Growing a grassroots peer-to-peer campaign in a small organisation (Case Study: Do it in a Dress) Jez Hunghanfoo, One Girl Australia | We can do better than two appeals a year! Dan Geaves MFIA, Marlin Communications | | Corporate partnerships support – in-house, out-source or maybe both? Abby Clemence MFIA, Infinity Sponsorship Sacha Koltun MFIA, Leukemia Foundation Karen Laws, RACQ LifeFlight Rescue Eddie Skelic, Good2Give | Crisis Fundraising: Using relationships to secure major gifts under the most difficult fundraising circumstances Dan Kneipp MFIA, Orygen Youth Mental Health | Managing the reputation of not for profits in the 21st century Clare Gleghorn, Bastion Reputation Management | Becoming agile – being ready to leverage key moments for organisational growth Eddie O'Loughlin, Amnesty International |
| 12.00pm – 1.00pm | Lessons from overseas: Applying international insights to gifts and Wills fundraising Helen Merrick MFIA, Include a Charity Professor Russell James, Texas Tech University Vicki Rasmussen FFIA CFRE, Charlies Research Foundation Nadia Aden, The Fred Hollows Foundation | Building something special, from nothing Alan White MFIA CFRE, Asylum Seeker Resource Centre | It's about the journey...not the product Louise Bonomi, Animals Australia Tom Duggan CFRE, Plan International Australia Yani Ferdinandus, CanTeen Australia Scott Nicholson MFIA, Make-A-Wish | | Collaborative corporate partnerships Amelia Hart, Redkite | Major donors only give to universities?! What should the rest of us do? Micah Demmert, Oxfam Australia | Innovation: Adding method to the madness Marlene Cirillo, Cancer Council Victoria | Artificial Intelligence, chatbots & the intersection between fundraising, support and automation: Where does artificial end and intelligence begin? Michael Turnley, UNHCR Brendan Scott, RunGopher |

1.00pm – 2.00pm LUNCH IN EXHIBITION HALL

2.00pm – 4.30pm Factors driving exceptional fundraising success in Australia: What do you need to know?
Adrian Sargeant, The Philanthropy Centre Ltd (UK)
Myth Smashers To include FIA Fellows Recognition

4.35pm CONFERENCE CLOSE

6.30pm – Late Fundraisers' Gala Awards Dinner – proudly sponsored by MonDial, Precision Fundraising, Database Consultants, Marlin Communications, Robejohn & Associates and Xponential

WEDNESDAY 27 FEBRUARY 2019

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|-----------------|--|
| 9.00am | Registration Opens |
| 9.30am – 3.30pm | Masterclass |
| 12.00 – 12.30pm | Lunch |
| 2.00pm | Conference Registration & Exhibition Hall Opens |
| 3.30pm | Masterclasses close |
| 3.45pm | Opening plenary Session to include: • Official Welcome – Katherine Raskob • Syd Herron Oration • Opening Plenary – A new ambition, Alan Clayton |
| 5.45pm – 7.30pm | Welcome Drinks in Exhibition |
| 6.30pm | Fellows, CFRE & First-Time Attendees' Function |
| 7.00pm | Emerging Leaders' Networking Drinks supported by Hays Recruitment |

A reminder that delegates can attend one masterclass only.
Limited numbers apply.

See fiaconference.org.au for full details of each masterclass.

DAY TWO OF CONFERENCE

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| 7.30am | Registration Opens | | | | | | |
| BIG ROOM SESSIONS – ONE | | ROOM 212, LEVEL TWO | | BIG ROOM SESSIONS – TWO | | PLENARY 3, GROUND FLOOR | |
| 8.30 – 9.15am | You can't say that about me! How should we respect our beneficiaries in our communications? | Luke Edwards MFIA, Elevate Fundraising Shannon Fleming MFIA, Action Aid Jan Chisolm MFIA, Royal Melbourne Women's Hospital Mide Akerebusi, AgentsC | | Doing more than just ticking the box – How do we become more diverse and inclusive in practice? | | Gavin Coopey MFIA, More Strategic Bisi Alimi, Bisi Alimi Foundation Shannan Dodson, UTS Indigenous Department Donna Purcell, Comm Bank | |
| 9.25 – 10.25am | GIFTS IN WILLS ROOM 220 | COMMUNITY & EVENT ROOM 217 | INDIVIDUAL GIVING ROOM Plenary 3 | PARTNERSHIPS ROOM 218 | PHILANTHROPY ROOM 213 | THE BIGGER PICTURE ROOM 217 | DIGITAL TRENDS & INNOVATION ROOM 212 |
| | Communication and conversations that inspire existing gifts in Wills supporters to become confirmed Heather Stott, Royal Flying Doctors QLD | Movember – changing the face of fundraising Gavan Duffy, Movember Foundation | Driving response from the middle Fiona McPhee, Pareto Fundraising | Professional Identity – The role of a corporate partnership manager in a charity Karen Laws, RACQ LifeFlight Rescue | Disruption is reshaping funding models for not-for-profit organisations: What does it mean for you as a fundraiser? Christopher Thorn AM, Ernst & Young | Get real – the ratios that matter for realistic growth Martin Paul FFIA, More Strategic | Getting to the heart of giving: how cutting-edge technology and biometric testing can be used to understand your donors better and deliver truly donor-centric experiences Karen Armstrong FFIA CFRE, More Strategic |
| 10.25 – 11.00am | MORNING TEA IN EXHIBITION HALL | | | | | | |
| 11.00 – 12.00pm | Everything that research can tell us about gifts in Wills fundraising Professor Adrian Sargeant, The Philanthropy Centre UK | The comeback story – revitalising a declining event (Case Study: MS Gong Ride) Tamsin Loy, MS Limited Luke Edwards MFIA, Elevate Fundraising | New tools in the telemarketing toolbox Ashley Rose MFIA, MonDial Georgina Murray, UNICEF | One industry... one cause Leigh Cleave FFIA CFRE, Brien Holden Vision Institute Foundation | Impact investing: Threat or opportunity? Nigel Harris FFIA CFRE, Mater Foundation Jackie Coates, Telstra Foundation Christopher Thorn, Ernst & Young | A multi-charity fundraising co-operative. It can be done! Allan Godfrey FFIA, Royal Life Saving WA | Reducing the five-year lag – How Disney, design, and self-help solve customer service Eva Ross, Sendle |
| 12.10 – 1.10pm | Protecting the future value of your gifts in Wills program Roewen Wishart FFIA CFRE, Xponential Philanthropy | The March Charge - Digital Acquisition + multi-channel supporter journey = fundraising success Helen Van Nooten, Cancer Council NSW | Defining the inspirational ask: A process and the lessons for nailing your fundraising proposition Alice Anwar, CARE Australia | Making partnerships work for the smaller charity – partnerships that care Susie Greig-Rouffignac, The Royal Women's Hospital Foundation | How to adapt your fundraising to connect with donors in this age of disruption Andrea McManus CFRE, ViTreo Group, Canada | The ever-changing political landscape - the challenges and opportunities for the sector Nigel Harris FFIA CFRE, Mater Foundation Nick Martin, The Fred Hollows Foundation Mat Tinkler, Save the Children | Wellways tries new ways – how taking a risk with social media raised their profile and funds Fiona Gillen MFIA, Wellways Ross Howe MFIA, Fansdonate Curtis Moore, Fansdonate |
| 1.10 – 2.30pm | LUNCH IN EXHIBITION HALL | | | | | | |
| 2.30 – 3.30pm | Talking law – legal issues for gifts in Wills fundraisers Ross Anderson MFIA, RSPCA Victoria Lachlan McKenzie, Moores Legal Martin Williams, Australian Red Cross Bethan Hazell, Peter MacCallum Cancer Foundation | The future of P2P fundraising in Australia Luke Edwards MFIA, Elevate Fundraising Marcus Bleasdale FFIA, Donor Republic | 40 first impressions - reviewing Australia's top charities as a first time donor Paul Bailey MFIA CFRE, Amplify Fundraising | How peer-to-peer fundraising can build a more impactful charity-corporate partnership Justine Curtis MFIA, Inspired Adventures | Relationship fundraising 3.0: Using philanthropic psychology to enhance donor wellbeing and double giving snapshot Professor Adrian Sargeant, The Philanthropy Centre UK | Giving with friends - Facebook & PayPal Giving Fund Elaine Herlihy, PayPal Giving Fund Alisha Elliott, Facebook | What we can learn from cats? The power of digital film to increase fundraising results and engage supporters Nicola Long, DTV Group Kristy Blake, RSPCA NSW |
| 3.30 – 4.30pm | CLOSING PLENARY – BISI ALIMI | | | | | | |
| 4.30 – 5.30pm | FAREWELL DRINKS | | | | | | |

FUNDRAISERS' GALA AWARDS DINNER

Champions of Change
Thursday 28 February 6.30pm until late
Venue: MCEC, Melbourne Room
Join us to celebrate the Champions of Change at the FIA 2019 Awards for Excellence.
Ticket prices:
Members: \$175
Staff of Organisational Members: \$190
Non-Members: \$210
Conference and Dinner Packages available.
Members save over \$75.
Sponsored by:



WELCOME RECEPTION

Wednesday 27 February 5.45pm – 7.30pm
EXHIBITION HALL
The official welcome reception of the FIA 2019 Conference!
Network with friends and colleagues over a drink and some canapes
Ticket included in conference registration.
Additional tickets at: \$75 each.

FELLOWS, CFRE & FIRST TIME ATTENDEES FUNCTION

Wednesday 27 February 6.30pm – 7.30pm
HOSPITALITY SUITE 4.1
If you are a Fellow or CFRE, you are invited to this special function to network with fundraising colleagues over a drink or two. Or is this your first time at the conference? Come along and get to know other first time conference delegates. Network with your peers and make lasting connections at #FIAConf2019! Ticket included in conference registration.

EMERGING LEADERS NETWORKING FUNCTION

Wednesday 27 February 7.00pm – 8.00pm
MELBOURNE PUBLIC 11 DUKES WALK SOUTH WHARF
Under 35 and keen to meet other like-minded, young professionals in the fundraising sector? This is the conference event for you! This casual networking event, specifically for young fundraisers, offers you a unique opportunity to deepen your relationships with fellow emerging leaders from across the country. Ticket included in conference registration.

FAREWELL DRINKS

Friday 1 March 4.30pm – 5.30pm
FOYER OUTSIDE PLENARY 3, GROUND FLOOR
Unwind at the end of the conference and network with the new friends you've made at the farewell drinks following the closing plenary session. Ticket included in conference registration.

TEN-MINUTE TOOLKITS

Thursday 28 February & Friday 1 March 2019
EXHIBITION HALL
10-minute talks covering how LinkedIn can help showcase the best version of you, make the most of having (and being) a mentor, understand your market value, how to build relationships with international corporations – these sessions will give you some quick tips on how to enhance your fundraising career.